

Communication

Introducing the Health Communication Science Digest

Moving science-based knowledge into application is recognized as a top priority to achieve and enhance public health impact. To help meet this challenge, CDC is offering [Health Communication Science Digest](#), a monthly collection of journal links, which provides easy access to recently published articles and reports in diverse disciplinary areas such as advertising, communication, epidemiology, marketing, psychology, and public health. It is designed to enhance awareness of emerging health communication and marketing scientific knowledge, which is particularly relevant for the health communication and social marketing community. The Digest is a product of the Science Team in the Office of the Associate Director for Communication at CDC.

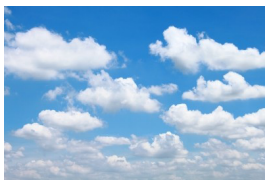
Surveillance & Epidemiology

Surveillance of Certain Health Behaviors and Conditions Among States and Selected Local Areas - Behavioral Risk Factor Surveillance System, US 2009

The Behavioral Risk Factor Surveillance System collects data on health risk behaviors and conditions, chronic diseases and conditions, access to health care, and use of preventative health services and practices related to the leading causes of death and disabilities in the United States. [This report](#) presents data for 2009 for the 50 states, the District of Columbia, the Commonwealth of Puerto Rico, Guam, the U.S. Virgin Islands, 180 metropolitan and micropolitan statistical areas, and 283 selected counties.

Outbreak.com: Using the Web to Track Deadly Diseases in Real Time

[The HealthMap project](#), created five years ago by John Brownstein at the Children's Hospital in Boston, has recently been re-launched as a "participatory epidemiology" tool. The program identifies patterns in outbreaks through online data and will now be able to incorporate information from social media sites to detect emerging outbreaks.



CDC Moves Disease Surveillance System to the Cloud

The CDC [BioSense program](#) is in re-development to become a cloud-based platform where state, local and federal health officials can rapidly access and disseminate data.



2-1-1 Update

Michigan 2-1-1 Call Centers currently cover 86% of Michigan residents and expect to cover 100% by 2012. Genesee, Shiawassee, Mecosta, Lake, Newago, and Oseola are the most recent counties to get 2-1-1 coverage.

Pending approval by the Public Service Commission are Berry, Lapeer, Ionia, and Montcalm counties.

[Michigan 2-1-1 Network](#) expects a seven county application from Northwest MI soon and in September another application for nine counties from Northeast MI.

2-1-1 has added call re-routing and surge capacity, six out of eight Call Centers are on In-Contact. This helps with load balancing and routing of calls during emergencies. 2-1-1 has call-back capacity for outbound telephone campaigns of up to 40,000 telephone numbers allowing recipients to receive an automated message.

Nationally, 82 % of the United States has 2-1-1 coverage. Washington and Virginia both have the same platform as Michigan, which could be used to backup Michigan during an emergency.

Table of Contents...

Communication.....	1
Surveillance & Epidemiology	1
Homeland Security.....	2
Research	2
Regional News	3
National News	3
International News.....	4
Tools & Resources	4
Training & Events	4

Read the Next *Guardian* Issue!
September 9, 2011

Homeland Security

White Paper on the Impact of Disasters on Small Businesses

The entire community, not just government, must be involved in disaster preparedness. As public-private partnerships and information sharing become stronger, Dun & Bradstreet (D&B) will enhance its disaster impact tool to provide even greater situational awareness that improves decision making and strengthens community resilience. [The business impact tool](#) will be made available free-of-charge immediately following a disaster to allow government officials and the business community to identify businesses located in the disaster zone.

Balancing the Risk Benefits and Costs of Homeland Security

[This article](#) discusses the expenditures towards homeland security within the US and outside and analyses the risks and benefits of that spending.

Research

The Age-Specific Cumulative Incidence of Infection with Pandemic Influenza H1N1 2009 was Similar in Various Countries Prior to Vaccination

Researchers used data on the infection rate of the 2009 H1N1 pandemic influenza from 12 countries and estimated that the [global cumulative incidence](#) of infection before vaccination was 11-21%. In school-aged children the incidence was estimated to be 34-43%.



Influenza and Pneumonia Mortality in 66 Large Cities in the United States in Years Surrounding the 1918 Pandemic

In *PLoS One*, researchers study the relationship between annual pneumonia and the 1918 H1N1 influenza pandemic. They analyzed pneumonia and influenza data from between 1910 and 1920 in 66 US cities covering the pre-pandemic and pandemic periods. [The data showed](#) high pre-pandemic pneumonia mortality was correlated to high pandemic mortality. The researchers extrapolated that the influenza virus and pneumonia bacteria may have a synergistic relationship. The full study is available online.

Influenza Transmission in Households during the 1918 Pandemic

In the *American Journal of Epidemiology* researchers quantify the transmissibility of 1918 H1N1 pandemic influenza from person to person. They utilize a 1919 set of data that outlines a house-to-house canvassing effort in Baltimore, Maryland between November 20 and December 15, 1918. [The data showed](#) that while virulence was high for 1918 H1N1 pandemic influenza, the transmissibility was low. The full article is available online.

Public Response to an Anthrax Attack: Reactions to Mass Prophylaxis in a Scenario Involving Inhalation Anthrax from an Identified Source

Researchers at the Harvard School of Public Health conducted a [nationwide survey](#) of 1092 adults in addition to 500 adults in each of three targeted metropolitan areas (Washington DC, New York City, and Trenton/Mercer County, NJ). Given the scenario of inhalation anthrax attack, the survey participants would be willing to comply with a mass prophylaxis program although they had some fears about crowd settings and hesitations to taking the antibiotics.

Estimating Effect of Antiviral Drug Use during Pandemic (H1N1) 2009 Outbreak, United States

Researchers in *Emerging Infectious Diseases* estimate the number of hospitalizations averted by antivirals for 2009 H1N1 influenza. They utilized a spreadsheet-based model that took into account the amount of prescriptions written for both oseltamivir and zanamivir in their equation to calculate the number of averted hospitalizations. The data showed that antivirals were mostly prescribed to those already ill with 2009 H1N1 influenza, which helped keep clinical cases from turning into severe cases requiring hospitalization. The full article is available online.



Regional News

Wisconsin Piloting Patient-Tracking System Statewide

The Wisconsin Department of Health Services is conducting a pilot of their web-based patient tracking system which uses information from scanned armbands on each patient. The system was first tested for feasibility in a metropolitan area and will now be piloted across the state.

National News

Emergency Management and Disaster Preparedness Groups Seek Input from Americans on Post-9/11 Attitudes



National Emergency Management Association, Association of State and Territorial Health Officials, International Association of Emergency Managers, National Association of County and City Health Officials and Rx Response have jointly launched a survey to assess how Americans are living differently after 9/11. The 9/11 Opinion Survey can

be accessed at: <http://www.911OpinionSurvey.org>.

Prevention and Control of Influenza with Vaccines: Recommendations of the Advisory Committee on Immunization Practices 2011

CDC has updated its vaccine guidance for the 2011-2012 flu season. The updated recommendations are primarily related to younger children and individuals with egg allergies.

HHS Announces \$613 Million in 2011 Preparedness Grants

HHS recently announced that a total of \$613 million is being awarded to the states and territories through the Public Health Emergency Preparedness (PHEP) grant, with an additional \$49 million to supplement epidemiology and lab capacity. Last year CDC awarded \$698 million in the PHEP cooperative agreement.

Investigation Update: Multistate Outbreak of Human *Salmonella* Heidelberg Infections Linked to Turkey

This week CDC released an update on the investigation of the *Salmonella* Heidelberg outbreak related to ground turkey. A total of 107 individuals in 31 states have been infected with this strain, which is resistant to several common antibiotics.

The Turkey Recall: Another Sign Our Food System is Broken

The Atlantic, Marion Nestle, 08/11/2011

Cargill's 36-million-pound ground turkey recall is one of the largest meat recalls ever—and it shows that progress isn't being made.



International News



American Samoa Begins Installation of Tsunami Warning Signs

The National Oceanic and Atmospheric Administration has provided funding to American Samoa to become "Tsunami Ready". The territory has put up [signs that warn](#) the public of tsunami hazard areas and displays recommended evacuation routes.

Tools & Resources

HealthMap 4.0

The new design of the [HealthMap site](#) is now live. HealthMap utilizes online informal sources for disease outbreak monitoring to deliver real-time surveillance of a broad range of emerging infectious public health threats. HealthMap brings together disparate data sources, including online news aggregators, eyewitness reports, expert-curated discussions and validated official reports, to achieve a unified and comprehensive view of the current global state of infectious diseases and their effect on human and animal health.

Emergency Preparedness Compendium

The challenges of meeting the health care needs of [Asian American and Pacific Islander communities](#) are often magnified during disaster response. The purpose of this compendium is to highlight the successes of AAPI-serving Community Health Centers during emergency preparedness, response, and recovery; to shed light on the challenges they encountered; and to share lessons that can be learned from these events.

Think Cultural Health Site has a New Look

Visit HHS Office of [Minority Health Web site](#) and take advantage of new resources, including the CLAS Clearinghouse, and Communication Tools. A section of the Web site is now dedicated to the National Standards for Culturally and Linguistically Appropriate Services (CLAS Standards). In addition, "Join the CLCCHC" has been expanded to include video case studies and a community calendar of cultural and linguistic competency-related events.

Training & Events

New Public Health Law Training Resource

The Northwest Center for Public Health Practice has developed an [online training module](#) drawn from the experience of public health officials and their attorneys. This module, Practical Law for Public Health Officials, is designed to help public health leaders and professionals recognize legal issues, work effectively with legal counsel and understand their legal responsibilities and authority.



Radiological Surveillance

This 30 minute, online training provides an overview of basic considerations for [conducting epidemiological surveillance](#) in response to a radiological event.

Tribal Outreach: Emergency Preparedness and Environmental Health Education

Time: August 29th, 2011 1:00 p.m EDT

Join the meeting: Click [HERE](#)

Telephone conferencing: Toll-free: +1 (888) 469-0942

Participant code: 9166734

Through a CDC/ATSDR funded cooperative agreement, the Society for Public Health Education (SOPHE) and the National Public Health Information Coalition (NPHIC) will present a Webinar on education and outreach to tribal nations in regards to emergency preparedness and environmental health. This Webinar will include four speakers who have worked with and engaged tribes regarding preparedness and environmental health threats to discuss methodologies and lessons learned from outreach and education activities.

Webinar: The Latest on Emergency Water Supply Planning

Time: August 31, 2011 1:00 - 2:00 p.m. EDT

Register [HERE](#)

The American Water Works Association and EPA's National Homeland Security Research Center are jointly providing a free Webcast which will discuss the recently released guides on Planning for an Emergency Drinking Water Supply and Emergency Water Supply Planning for Hospitals and Health Care Facilities.

New Webinar: Emergency Registries: An Objective Analysis Tool

Time: September 1, 2011 3:00-4:30 pm

Register [HERE](#)

Some communities offer people with disabilities and others with access and functional needs the chance to register for emergency assistance before and/or during an emergency. This discussion would present a new evaluation tool being developed to assist registry's sponsors and registrants in an objective and methodical, rather than an emotional, assessment of the effectiveness of the resources and response capacity needed to develop and sustain such a registry.



Date/Time	Event	Location
Sept 25-27, 2011	23rd Annual MCRA Critical Incident Stress Management Conference Five courses are being offered. See Web site for details.	Tustin, MI
October 5 October 6 October 18 October 20 November 1 November 2 November 9 November 10	MDCH 2011 Fall Immunization Conferences keynote speaker from CDC will present a Vaccine Update and also participate in a Troubleshooting Panel at each conference location. The online registration begins August 29th. More details will be posted on the MDCH Division of Immunization Website as they become available.	East Lansing, MI Dearborn, MI Gaylord, MI Marquette, MI Bay City, MI Troy, MI Kalamazoo, MI Grand Rapids, MI
October 13-14, 2011	Michigan's Premier Public Health Conference More information is available online.	Grand Rapids, MI

Mailing Address:

Office of Public Health Preparedness

Capitol View Building - 201 Townsend Street - Lansing, MI 48913

(517) 335-8150 — <http://www.michigan.gov/ophp>

This publication is supported by Cooperative Agreement Number 5U90/TP517018-09 from the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.

